

Amendments to the Claims:

The claims below will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method of processing a print job of a customer and directing advertising to the customer, the method comprising:
 - defining a print processing system controller having an advertisement registered therewith;
 - defining a network communication link between the customer and the print processing system controller and communicating an interface of the customer with the print processing system controller via the network communication link;
 - processing a job ticket for the print job with the print processing system controller; and
 - presenting the advertisement to the customer via the network communication link when the print processing system controller processes the job ticket for the print job, including displaying the advertisement on the interface of the customer~~[[, wherein]]~~~~the advertisement is presented to the customer while the customer interacts with the interface with an input device to generate the job ticket.~~
2. (Previously Presented) The method of claim 1, wherein defining the network communication link includes defining an Internet communication link between the customer and the print processing system controller.
3. (Previously Presented) The method of claim 1, wherein the print processing system controller has a plurality of advertisements registered therewith, and wherein presenting the advertisement to the customer includes presenting at least one of the advertisements to the customer via the network communication link.

4. (Previously Presented) The method of claim 3, wherein processing the job ticket includes receiving a plurality of attributes for the print job at the print processing system controller via the network communication link, and further comprising:

selecting the at least one of the advertisements based on at least one of the attributes for the print job.

5. (Original) The method of claim 4, wherein receiving the plurality of attributes for the print job includes receiving at least one of a file format, a number of copies, a print medium, a printing layout, a printing quality option, a color printing option, a finishing option, a delivery option, and a customer identification for the print job.

6. (Previously Presented) The method of claim 1, further comprising:
registering the advertisement with the print processing system controller.

7. (Previously Presented) The method of claim 6, wherein defining the network communication link includes defining the network communication link between at least one advertiser, the customer, and the print processing system controller, and wherein registering the advertisement includes registering at least one advertisement of the at least one advertiser with the print processing system controller via the network communication link.

8. (Previously Presented) The method of claim 6, wherein registering the advertisement includes storing the advertisement, and wherein presenting the advertisement includes retrieving the advertisement.

9. (Previously Presented) The method of claim 1, wherein processing the job ticket includes receiving the job ticket for the print job at the print processing system controller, and wherein presenting the advertisement includes presenting the advertisement to the customer via the network communication link when the print processing system controller receives the job ticket for the print job.

10. (Previously Presented) The method of claim 1, wherein processing the job ticket includes generating and submitting the job ticket for the print job to the print processing system controller, and wherein presenting the advertisement includes presenting the advertisement to the customer via the network communication link when the job ticket for the print job is generated.

11. (Currently Amended) A method of processing a print job of a customer and directing advertising to the customer, the method comprising:

- defining a print processing system controller having a plurality of advertisements registered therewith;
- defining a network communication link between the customer and the print processing system controller;
- communicating an interface of the customer with the print processing system controller via the network communication link and transmitting a job ticket for the print job to the print processing system controller via the interface;
- processing the job ticket for the print job with the print processing system controller and selecting at least one of the advertisements based on the job ticket; and
- presenting the at least one of the advertisements to the customer via the network communication link, including displaying the at least one of the advertisements on the interface of the customer~~[[, wherein]]~~~~the advertisement is presented to the customer~~ while the customer interacts with the interface with an input device to generate the job ticket.

12. (Previously Presented) The method of claim 11, wherein defining the network communication link includes defining an Internet communication link between the customer and the print processing system controller.

13. (Previously Presented) The method of claim 11, wherein processing the job ticket and selecting the at least one of the advertisements includes receiving a plurality of attributes for the print job at the print processing system controller and selecting the at least one of the advertisements based on at least one of the attributes for the print job.

14. (Original) The method of claim 13, wherein receiving the plurality of attributes for the print job includes receiving at least one of a file format, a number of copies, a print medium, a printing layout, a printing quality option, a color printing option, a finishing option, a delivery option, and a customer identification for the print job.

15. (Previously Presented) The method of claim 11, further comprising:
registering the advertisements with the print processing system controller.

16. (Previously Presented) The method of claim 15, wherein defining the network communication link includes defining the network communication link between a plurality of advertisers, the customer, and the print processing system controller, and wherein registering the advertisements includes registering the advertisements with the print processing system controller via the network communication link.

17. (Previously Presented) The method of claim 15, wherein registering the advertisements includes storing the advertisements, and wherein presenting the at least one of the advertisements includes retrieving the at least one of the advertisements.

18. (Previously Presented) The method of claim 11, wherein presenting the at least one of the advertisements to the customer includes presenting the at least one of the advertisements to the customer via the network communication link when the print processing system controller processes the job ticket for the print job.

19. (Previously Presented) The method of claim 11, wherein processing the job ticket includes receiving the job ticket for the print job at the print processing system controller, and wherein presenting the at least one of the advertisements includes presenting the at least one of the advertisements to the customer via the network communication link when the print processing system controller receives the job ticket for the print job.

20. (Previously Presented) The method of claim 11, wherein processing the job ticket includes generating and submitting the job ticket for the print job to the print processing system controller, and wherein presenting the at least one of the advertisements includes presenting the at least one of the advertisements to the customer via the network communication link when the job ticket for the print job is generated.

21. (Currently Amended) A system for processing a print job of a customer and directing advertising to the customer, the system comprising:

a print processing system controller configured to have an advertisement registered therewith; and

a customer interface configured to communicate with the print processing system controller to transmit a job ticket for the print job to the print processing system controller,

~~wherein the print processing system controller is adapted to process the job ticket for the print job and display the~~ an ad server configured to display the advertisement on the customer interface while the customer interacts with the customer interface with an input device when generating and processing the job ticket.

22. (Previously Presented) The system of claim 21, wherein the customer interface is configured to communicate with the print processing system controller via a network communication link.

23. (Original) The system of claim 22, wherein the network communication link is an Internet communication link.

24. (Previously Presented) The system of claim 21, wherein the print processing system controller is configured to have a plurality of advertisements registered therewith, and wherein the print processing system controller is adapted to display at least one of the advertisements on the customer interface.

25. (Original) The system of claim 24, wherein the print processing system controller is adapted to receive a plurality of attributes for the print job and select the at least one of the advertisements based on at least one of the attributes for the print job.

26. (Original) The system of claim 25, wherein the attributes for the print job include at least one of a file format, a number of copies, a print medium, a printing layout, a printing quality option, a color printing option, a finishing option, a delivery option, and a customer identification for the print job.

27. (Cancelled)

28. (Cancelled)

29. (Previously Presented) The system of claim 21, wherein the customer interface includes an advertisement field and at least one of a file format field, a number of copies field, a print medium field, a printing layout field, a printing quality option field, a color printing option field, a finishing option field, a delivery option field, and a customer identification field.

30. (Original) The system of claim 21, wherein the print processing system controller is configured to communicate with at least one advertiser via a network communication link, and wherein the print processing system controller is adapted to receive at least one advertisement from the at least one advertiser via the network communication link.

31. (Original) The system of claim 30, wherein the network communication link is an Internet communication link.

32. (Original) The system of claim 21, further comprising:
a print processing data storage system configured to communicate with the print processing system controller and store the advertisement therein.

33. (Previously Presented) The system of claim 21, wherein the print processing system controller is adapted to display the advertisement when the job ticket for the print job is generated.

34. (Previously Presented) The system of claim 21, wherein the print processing system controller is adapted to receive the job ticket for the print job and display the advertisement when the job ticket for the print job is received.

35-40. (Cancelled)